

MADE IN OUR OWN SHOP. SOLD IN OUR OWN STORE

A rectangular logo with a double-line border. Inside, the word "Clemmons" is written in a large, elegant script font. Below it, "MERCHANT TAILOR" is in a smaller, all-caps serif font. Underneath that, "Established 1897" is in an even smaller font. At the bottom, "39TH & BROADWAY" is written in a medium-sized, all-caps serif font.

THE LIMIT HAS BEEN REACHED

Department Stores do not *make* Clothing. They *sell* it!

Clothing Stores do not *make* clothing. They also *sell* it!

Both of them buy from manufacturers.

These manufacturers are situated in New York, in Chicago, in Philadelphia, in Baltimore, in Rochester, in Cleveland, in a dozen other cities.

Their product is neither blamelessly white nor shamelessly black. It is a sort of gray.

By that we mean, none of them makes downright poor clothing.

But neither does any of them turn out what might be called an impeccably beautiful garment.

It is not that they don't know how: it is because their system is against them.

In tailoring, the system of the large factory is subversive of eminently fine work.

The methods of a rolling mill simply cannot be employed to roll out a lapel.

It's almost as anomalous as an Art Factory.

Now to our point:

We, too, sell *Ready-to-Wear* Clothes but those clothes are *Merchant-tailored*.

Thus we alone in New York actually sell what others imply they sell by such euphemisms as "hand tailoring" or "custom quality."

Merchant-tailoring is merchant-tailoring. There are no *ifs* or *buts*. If a store cannot say that its clothing is *merchant-tailored* it really doesn't matter what else it says.

Because without that essential ground-work of individual needling you can have only the comfort of some phrase that was devised to soften the harshness of Ready-mades.

As a matter of enlightened self-interest, won't you let comparison convince you that we have achieved the limit of excellence in *Ready-to-Wear* Clothes?

Our Suits (recently reduced) are priced as low as \$40.

Our Overcoats (Ulsters and Town Ulsters) are priced \$50, \$60, \$70 and \$80.

*The Only Fine Merchant-tailored
Ready-to-Wear Clothes in New York*